

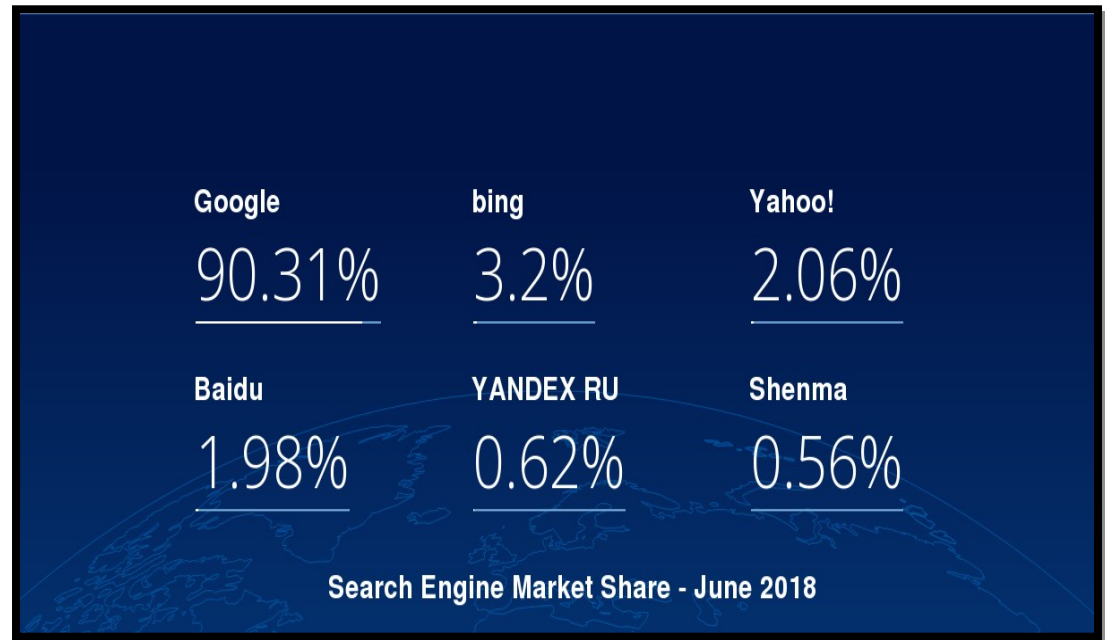
# Searching Techniques

## Search Engines

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# Search Engines

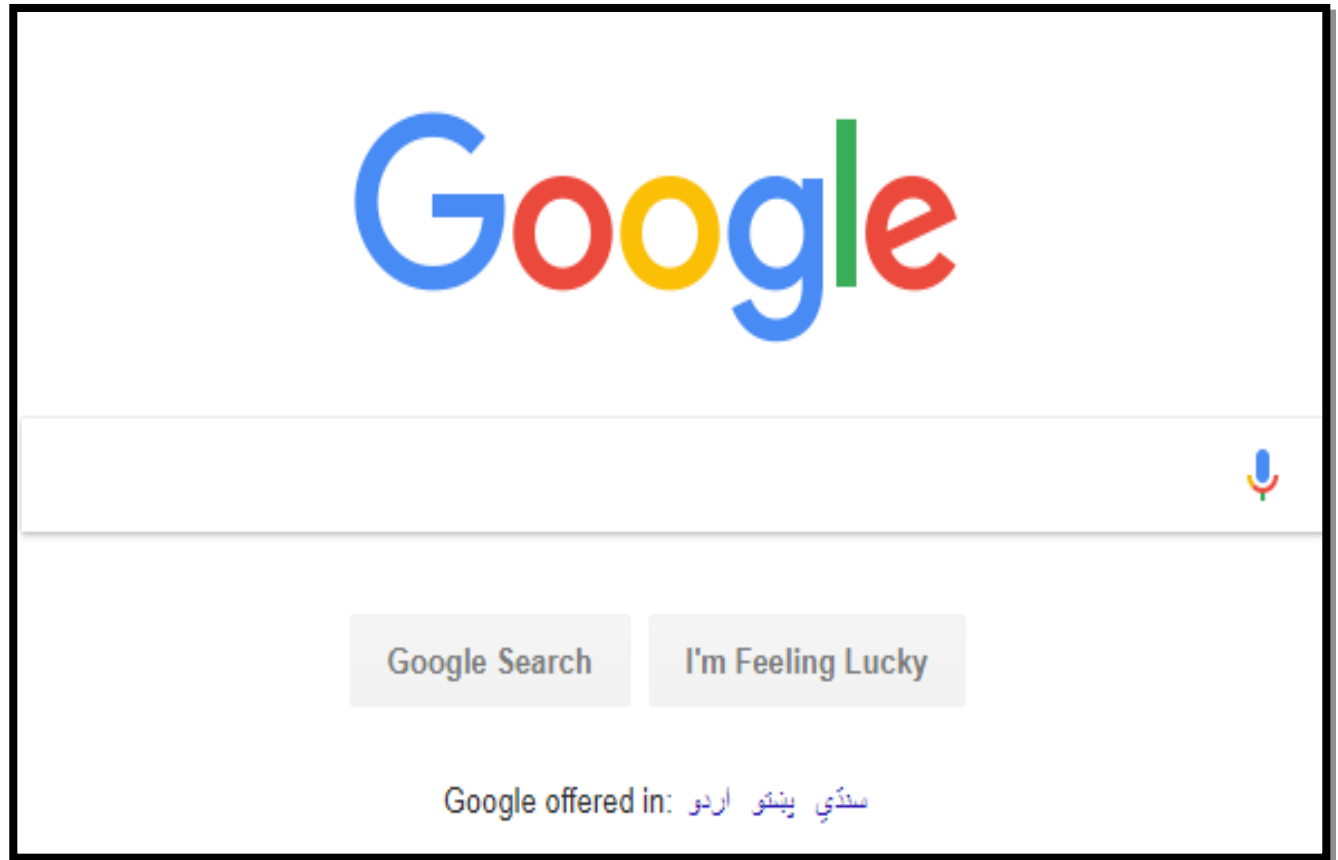
- ✓ Google
- ✓ Bing
- ✓ Yahoo



<http://gs.statcounter.com/search-engine-market-share>

# Google

<https://www.google.com/>




# Query Formulation

## Start with simple terms

where's the closest airport

All Images News Videos More Settings Tools

About 206,000,000 results (0.56 seconds)



Rating Hours Sort by

<b>Benazir Bhutto International Airport</b> 3.6 ★★★★★ (1,330) · International Airport 10.0 km · Airport Road · (051) 99280300	WEBSITE	DIRECTIONS
<b>Royal Airport Services</b> 2.7 ★★★★★ (3) · Airport 10.1 km		DIRECTIONS
<b>Landing strip Islamabad airport</b> 3.0 ★★★★★ (2) · International Airport 9.4 km · Airport Rd		DIRECTIONS

More places

**Closest Airport Search**  
[go.travelpn.com/car/PreClosestAirport.do?txnType=dropoff](http://go.travelpn.com/car/PreClosestAirport.do?txnType=dropoff)  
Search for the closest airport. To find the closest airport, please enter the name of a city. Step 1. Enter city. Step 2. Select state or province: (U.S. or Canada).

# Query Formulation

Specify location

The screenshot shows a Google search for "virtual university islamabad". The search bar at the top contains the query. Below the search bar, there are tabs for "All", "Images", "News", "Videos", and "More". The search results show "About 1,070,000 results (0.58 seconds)". The first result is "Virtual University of Pakistan" with the URL "www.vu.edu.pk/". Below the URL, there is a description: "Virtual University of Pakistan. M.A Jinnah Campus, Defence Road, Off Raiwind Road, Lahore. Home. Sitemap. FAQ. Contact Us. 0800-880-88 (Toll Free)." There are several links listed under this result: "Academic Programs", "Admission Schedule", "Fee Structure", "Virtual Campuses", "Check Admission Eligibility", and "Jobs". Below the search results, there is a map showing the location of the Virtual University of Pakistan in Islamabad. The map includes labels for "Kamra Kalan", "Attock", "Wah", "Taxila", "Islamabad", "Rawalpindi", "Kahuta", "Sehnsa", and "Kotli". Below the map, there are two entries: "A Virtual University Campus, Islamabad" and "B Virtual University of Pakistan Islamabad Campus". Each entry includes a distance, a phone number, and links for "WEBSITE" and "DIRECTIONS".

# Query Formulation

## Spelling

The screenshot shows a Google search interface. The search bar contains the text "virtual university". Below the search bar, there are tabs for "All", "Images", "News", "Videos", and "More". The "All" tab is selected. Below the tabs, it says "About 350,000,000 results (0.53 seconds)".

Below the results count, it says "Showing results for *virtual* university" and "Search instead for virtual university".

The first search result is for "Virtual University of Pakistan". It includes the website URL "www.vu.edu.pk/" and contact information: "0800-880-88 (Toll Free), +92-42-111-880-880, 0304-111-0880, +92-42-99200804, 99202174. © 2015 Virtual University of Pakistan. © 2015 Virtual University of ...".

Below the contact information, there are two columns of links:

- Academic Programs
  - Computer Science - MIT -
  - Mathematics - MS IN Zoology
- Virtual University of Pakistan
  - 2011 Virtual University of Pakistan.
  - Developed by IT Department ...
- Fee Structure
  - The Virtual University of Pakistan holds a Federal Charter, making ...
- Check Admission Eligibility
  - Home Admissions Check Admission Eligibility. Check ...
- Admission Schedule
  - Admission Schedule. Virtual University of Pakistan offers ...
- Lms2.vu.edu.pk.
  - Notice Board Important Links/Notifications Student Hand ...

At the bottom of the first result, it says "More results from vu.edu.pk »".

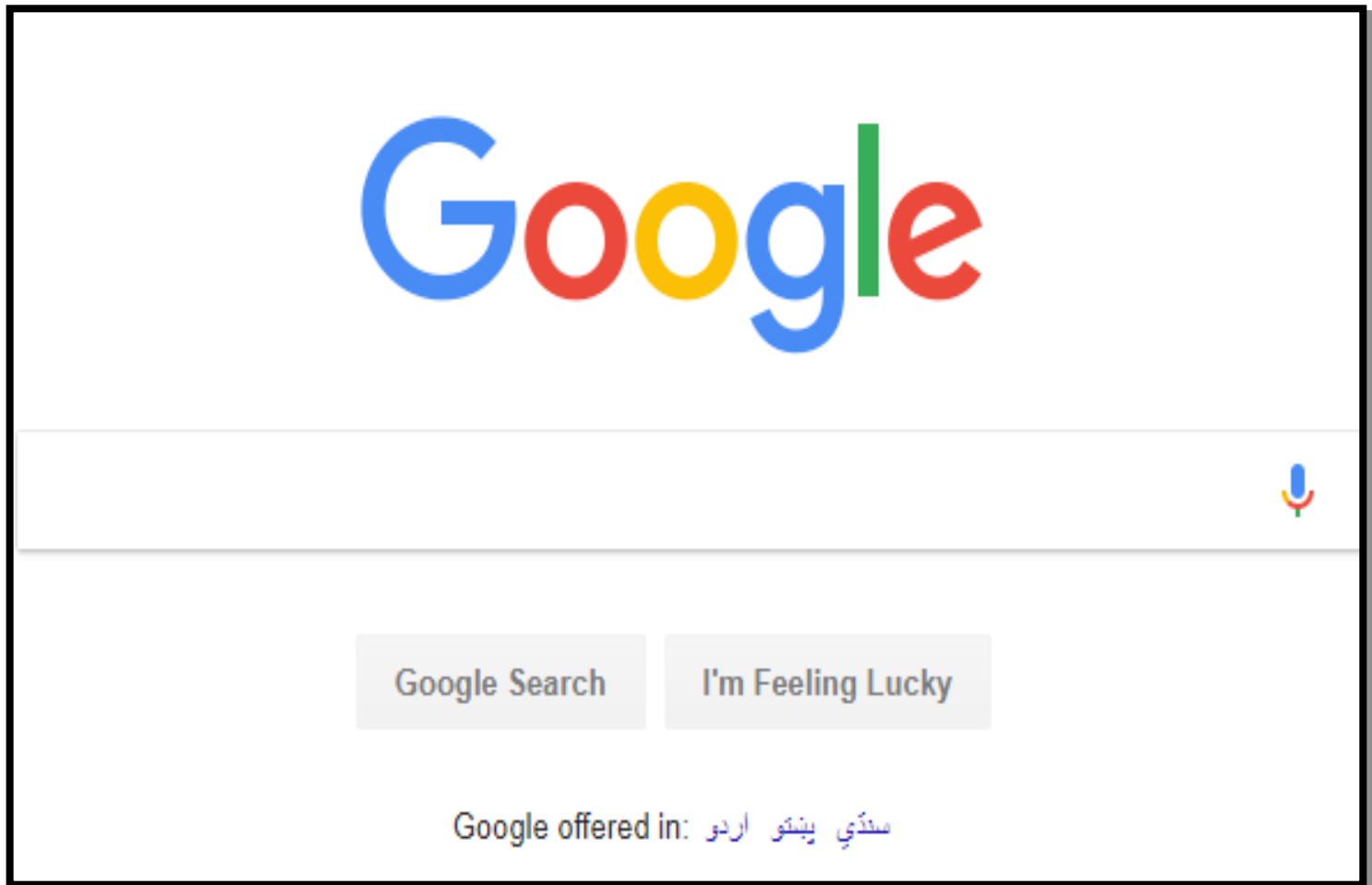
On the right side of the search results, there is a "More images" section showing a collage of images related to the Virtual University of Pakistan, including the VUI logo, campus buildings, and a person speaking into a microphone. Below the images, it says "Virtual University of Pakistan" and "Public university in Pakistan".

Below the "More images" section, there is a link to "vu.edu.pk" and a brief description: "Virtual University of Pakistan, is a public university located in urban area of Lahore, Punjab, Pakistan. Wikipedia".

At the bottom of the "More images" section, it says "Affiliation: Higher Education Commission of Pakistan" and "Headquarters: Karachi".

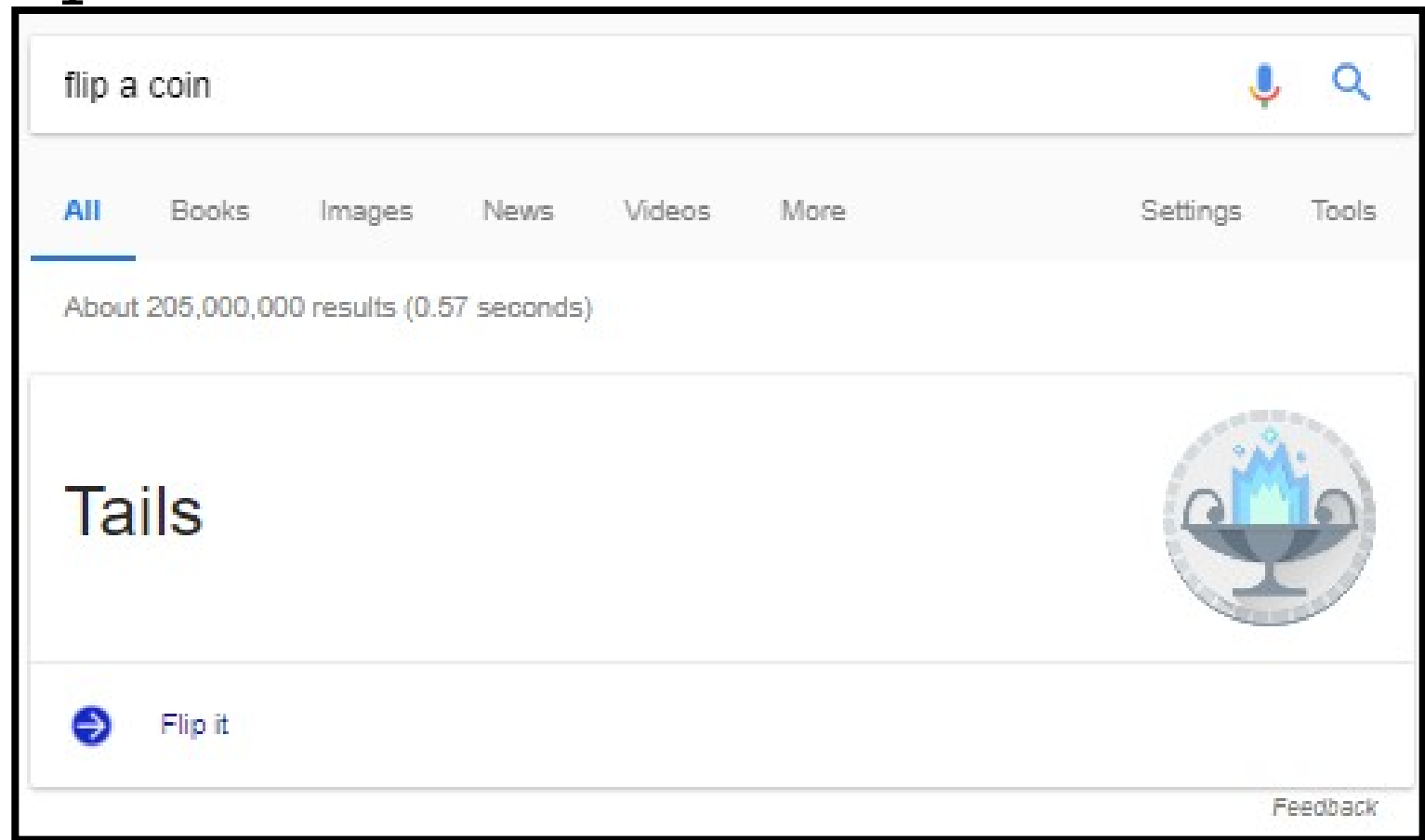
# Query Formulation

Search using voice:



# Query Formulation

## Flip a Coin:





# Query Formulation

## Choose Words Carefully

- ✓ Head hurts/headache
- ✓ head virtual university/Rector  
Virtual University
- ✓ Remote Education/Virtual  
education
- ✓ Apple could point to company  
and fruit

# Query Formulation

## Capitalization

- ✓ COMPUTER SCIENCE  
VS  
computer science

# Summary

- ✓ Search Engines
- ✓ Google searching tips and effective query formulation